



# CALERA

**HISTORY** In 1975, Josh Jensen founded Calera in the Gabilan Mountains of California's Central Coast. Inspired by his mentors in Burgundy, who have grown Pinot Noir in lime-rich soils for centuries, Jensen's goal was to unearth limestone-rich soils in California to create unique and stylish terroir-driven Pinot Noirs. Forty years later, Calera wines are revered globally for their elegance, complexity, and stylish expression of the Central Coast terroir.

**WINEMAKER** Mike Waller

**GOAL** To be the #1 supplier of luxury Pinot Noir and Chardonnay, representing the unique characteristics of the Central Coast AVA.

**OBJECTIVES**

1. Introduce the Central Coast AVA and the pioneering legacy of Josh Jensen to the wine trade outside of the Central Coast.
2. Double PODs in established markets with a 50% on-premise channel mix.
3. Secure on-premise placements in the top 10 accounts in each major market.

**ESSENCE** Pioneer, Revered, Finesse

**DIFFERENTIATING PROPOSITION** Calera played a pivotal role in establishing Pinot Noir as one of North America's great varietal wines and helped to solidify the Central Coast as one of the New World's most exciting wine regions.

**WINES & PRICING**

Calera Central Coast Chardonnay \$28 SRP, \$24.99 Feature, \$50-55 BTB, \$14-18 BTG  
Calera Central Coast Pinot Noir \$32 SRP, \$24.99 Feature, \$60-70 BTB, \$14-20 BTG  
See your sales representative for detailed pricing and availability of our Mt. Harlan Estate Wines.

**FOCUS VARIETALS** Pinot Noir, Chardonnay

**ESTATE ACRES** 85 Mt. Harlan vine acres

**COMPETITIVE SET** Talbott, Talley, Siduri, Landmark Vineyards, Mer Soleil Silver

**RETAIL STANDARDS** Eye level shelf placement in varietal section next to competitive set or higher-priced wines. In cold box next to competitive set or higher-priced wines.

**ON-PREMISE STANDARDS**

Acceptable Example:  
2021 Calera Central Coast Pinot Noir

Unacceptable Example:  
2021 Duckhorn Calera Central Coast Pinot Noir

**MERCHANDISING TOOLS** Trade assets, including tech sheets, label images, and up-to-date accolades, are available at [DuckhornPortfolio.com](http://DuckhornPortfolio.com). For point-of-sale materials, contact your Duckhorn Portfolio Sales Manager.

THE DUCKHORN PORTFOLIO

    [CaleraWine.com](http://CaleraWine.com) | (800) 354-8885